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Letters

Of Keen Interest . . .

EDITOR, FA:

In answer to a lawsuit filed against the City of Winter Haven, protesting their new sign ordinance which restricts the construction of business signs within the city limits, City Attorney Paul Ritter wrote the following reply:

"The sign ordinance is justified by many considerations of public policy, not the least of which is the power and duty of the City to preserve the public health. The mental health of the people is as important as is their physical health, and I think we shall be able to establish that esthetics are an important element of mental health, and that the crudeness and unsightliness of commercial billboards make them repulsive and harmful to the minds of people of civilized sensibilities."

I thought you might be interested.

GENE LEEBY, AIA
Winter Haven.

House Design Trend . . .

EDITOR, FA:

For some time, this writer has observed the trend of residential design as illustrated in current professional magazines, and also for some time I have felt the urge to offer some comments on this trend.

The residence shown in some detail in the current issue of *Florida Architect* seems to be a typical example of this trend. I do not feel that this trend is in any way an answer to demands of clients who wish to build a home. It is, in my opinion, an entire responsibility of the architect who assures himself that this is what he should have.

Over a period of many years' practice almost wholly devoted to residential work, it has always seemed to me that a home should be a background for an owner's way of life—his belongings, his hobby if any—and not a monument to show how clever an architect can be in the use of materials, and expert in the use of mechanical details. But there is usually something lacking. Clever? Yes—a mechanical masterpiece possibly—

but a background for nothing. No individuality, a more or less stereotyped design, no semblance of proportions and beauty, as these terms have been usually accepted since time began.

Owners of these homes may possibly be lovers of books, collectors of paintings and objects d'art, personal trophies, etc. Where do these things fit in the current restless design of walls and floors? To be specific, is the fireplace in the residence above referred to by any stretch of imagination a thing of beauty? Efficient, possibly—but that is all that can be said for it. There are many beautiful homes being built today, (see *Town and Country*, and *House Beautiful*) but plans and photos of these homes never seem to reach the architectural magazines. Efficiency seems to be the watch-word of today's architecture; but I contend a home should have more than this.

For these trends in design I feel that the teachings of our architectural schools are largely responsible. I have made it a point to converse with many applicants for jobs as draftsman, and they one and all agree that nothing else is taught. Not one in ten of these applicants can do any rendering. This seems to be optional where it should be mandatory. Perhaps if these buildings were viewed more in perspective, a different standard of design might prevail.

FRANK WYATT WOODS, AIA
Miami Beach.

Toast to Color . . .

EDITOR, FA:

I read the paragraph in the June issue *FAA Panorama*, entitled "Who Likes What Color Most . . ."

If I should attempt to answer that question, I'd probably find myself behind bars (prison bars) for safety. While the subject is uppermost in my mind, I am enclosing a 1960 Color Research Report which is a product of our Color Research Committee. This Report also contains color trend predictions.

This recalls to mind my experience with an architect who had difficulty selecting a satisfactory color sample of stained wood finishes which I submit:

(Continued on Page 6)

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Letters

(Continued from Page 4)

ted. He phoned me several days later to pick up a sample color which suited him. On arriving at his office, he presented me with a slice of white bread, toasted, and said, "Match this color."

So I ask you—Who Likes What Color . . . ?

FRED P. SUTTON
Benjamin Moore & Co.,
New York City

As the Dean of paint manufacturers' architectural representation, Mr. Sutton—an architect himself and known to many in the Florida region

—should know whereof he speaks. His Company's Color Research Report has this to say relative to current color trends: "... the three best wall colors are still warm and cool off-whites and pale yellow. The beige, next in line, tend to be yellower in tone, and cool gray has declined slightly in popularity. A dust of violet or lilac now appears among the top ten, substantiating its significance as a trend color. Outstanding new arrival among furnishings and accent colors is a fairly strong olive or bronze green, while floor coverings of warm white, beige and brown have superseded the cool gray."

Circuit Court Sustains State Board Revocation Action

In a ruling dated August 10, the Circuit Court of Broward County upheld the action of the State Board of Architecture in revoking the registration to practice architecture of Robert M. Nordin, of Miami. The ruling came as a result of legal action by Nordin to have the Board's revocation order reversed. The matter has been in litigation for more than a year.

The Board's action against Nordin was taken on July 31, 1959, as a result of a formal hearing relative to the improper use of an architect's seal. Evidence presented at the hearing showed that Nordin had used his seal to stamp drawings which were "... not prepared by him or under his responsible supervising control." This is a violation of Section 467.15 of the Florida "architect law"; and accordingly the Board exercised its statutory right to order revocation of Nordin's certificate of registration. The Board's action was to have become effective, September 18, 1959.

Before that date, however, Nordin petitioned the Circuit Court for a writ of certiorari—the effect of which was to stay execution of the Board's order until court action on his petition. The court's decision was based on a review of the formal hearing on which the Board's revocation order was based. The court found that evidence presented at the hearing was

"competent" and "substantial" and that the Board's action was therefore in accord with the essential requirements of the law.

The case was typical of several others with which the Board has had to deal. It involved a set of drawings which had been submitted first to a supervising architect of the Hotel and Restaurant Commission bearing the seal of an engineer, but not an architect. Subsequently they were resubmitted to the Commission's supervising architect with Nordin's seal affixed. Evidence at the hearing brought out the facts that the drawings had been made by an unregistered draftsman, that Nordin had had nothing to do with the original design of the building, that he had not seen the drawings while they were being done by the draftsman and that he had made no changes in them prior to the time his seal was affixed.

In sustaining the Board's action the court stated that Nordin "... as to the plans had not been or acted in a responsible capacity, was not supervising and was not in control." The court's order also referred to provisions in the law for reinstatement of registration. Section 467.14 provides for issuance of a new certificate of registration "... upon satisfactory evidence of proper reasons" for reinstatement of persons whose certificates of registration have been revoked.

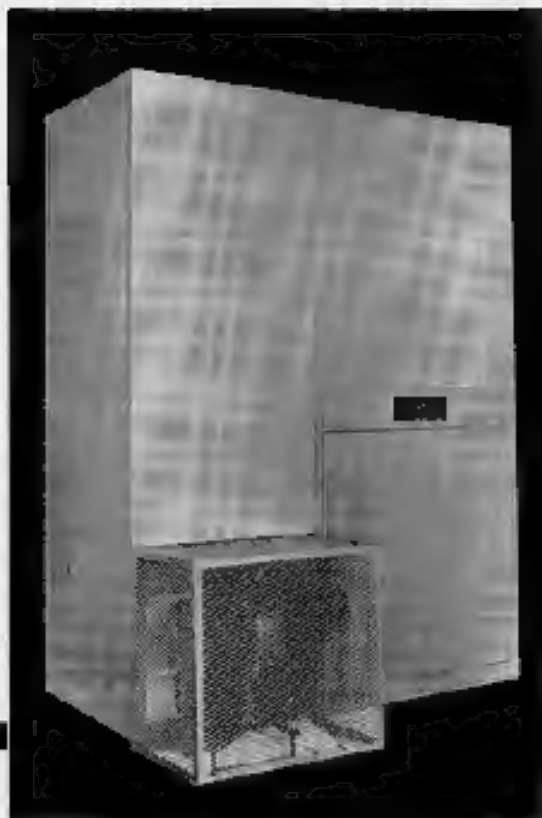
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Message from The President...

A State of Design

By JOHN STETSON, AIA

President
Florida Association of Architects

Out of saw grass marshes and mangrove swamps is arising a new colossus. Whether it matures into a lovely lady of classic beauty or becomes an out-sized, frumpy trollop is the responsibility of the men running our state, county and municipal governments—and the leaders they appoint to planning, zoning, building, etc. boards and commissions. Naturally I am talking about the State of Florida which, in my life time, has risen from the 30th to the 10th state in the union in population. This responsibility we have given our officials is almost frightening in its importance. On their decisions and indecisions hinge not only the future beauty of the state, but also many economic factors.

Two equal-sized areas of ground containing exactly the same chemically constituted soil, with identically the same elevation above the sea can vary in value one hundred thousand percent, although they are in the same county and located only a few miles apart. Excluding precious stones, minerals and certain works of art, no investment man can make maintain such an even standard of value as does good real estate. Its value is always directly relational to the dollar; but its weakest point is its relationship to its neighbors.

Good neighbors mean good values, standardized over the years providing security of investment. Poor neighbors, created through bad construction, indifference to pride of beauty or upkeep, undesirable tenants, improper property usage, and many other causes can drop property values to a fraction of their former worth. All about us we see neighborhoods once representing the best of everything, now deteriorated into virtual slum areas. To do nothing about these already present blights, or to be instrumental in creating others through failure to take proper steps to prevent them, is as thoroughly criminal as though a group of men set out with heavy equipment and demol-

ished the property physically.

Here in our state there are forward looking communities now in the midst of long range planning programs. Some are doing so with the cooperation of the Florida Development Commission and Section 701 of the National Housing Act, and with their own citizens committees. A very few years ago there were only a very few qualified planning consultants in the State of Florida. No one thought it necessary to hire a man to plan a community. "Let's just let nature take its course" was the stock statement. It did, and look at the results in every community with that attitude.

Towns and cities like Coral Gables, Palm Beach and a few others became symbols of unobtainable beauty, not because they necessarily grew from the perfect plan, but mainly because they adopted one or two basic rules of good planning. They provided themselves with controls to prevent improper usage of property and neighborhoods and to keep out too many and too large sign boards, over crowding, poor design and unnecessary traffic.

Good community planning does not mean that only the rich can live there. Some of the most charming sights of foreign travel are small villages, quaint and uncluttered—but each containing unselfish, fiercely proud people—proud of their inheritance and always aware of the vigilance required to prevent anyone destroying the beauty about them.

A block of marble becomes what man makes of it. If it is finely ground, then it becomes an obnoxious dust ruinous to the mucous membranes. If broken into small chips it makes a concrete aggregate, roof covering or terrazzo flooring. If it is sawn into blocks or tiles, it may become only an indistinguishable part of a building or a large paved area. But, if given into the hands of a master

(Continued on Page 39)

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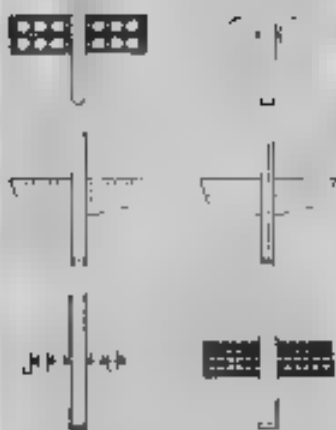
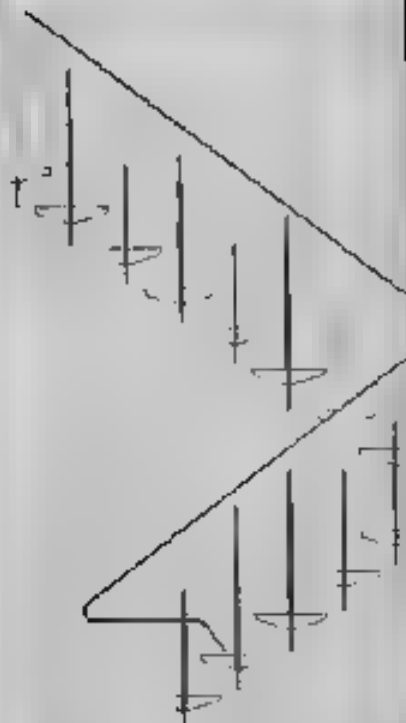
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New Light On An Old Policy

**The Office of the Architect to the Board of Control .
How does it operate . How big is it . What does it do?**

For some time there has existed the minds of many architects at least an impression, if not a conviction, that certain departments of the state government were trespassing on the field of private practice. This has centered primarily on the activities of the architectural office of the Board of Control. Accordingly in June, 1958, a survey of the policy of this office was made by the editor of The Florida Architect and reported in the July 1958, issue on the basis of a searching interview with Dr. J. HOWARD COLLEPPER, Executive Director of the Board of Control in Tallahassee.

Since then both the personnel and the policy of the Board of Control's architectural office has changed radically. FOREST M. KELLEY, JR., has

been appointed architect to the Board of Control with administrative offices in Tallahassee. Zone offices have been established. Free Assistant Architects appointed; and the scope and volume of the Board of Control's architectural activities have been widened substantially.

In an effort to ascertain present policies and procedures of the Board of Control's architectural office JOHN STRESCOS, F.A.A. President wrote on July 13 to the Architect of the Board of Control and asked a number of specific questions.

The following is answer to the F.A.A. president was written by FOREST M. KELLEY, JR. It was presented at the F.A.A. Board meeting, August 3. Its publication here was authorized by Board action on that date.

Let me thank you for this opportunity to explain to you and your committee the function of this office. This office under the Board of Control has the responsibility for the coordination of the work done by our engineering and architectural associates and for supervision of construction on the various

state-subsidized projects. In addition to Florida State University, Florida Agricultural and Mechanical University, The University of Florida and the University of South Florida at Tampa, the Board of Control has under its jurisdiction also the Florida School for the Deaf and Blind in St. Augustine and the proposed new university at Boca Raton.

In order to fulfill these above mentioned functions, our office consists of three Zone Offices and one Central Office. The Zone Office in Tampa serves the new university of South Florida there and the proposed new institution at Boca Raton. The Zone Office in Gainesville serves the University of Florida in Gainesville and

the Florida School for the Deaf and Blind in St. Augustine. The Zone Office in Tallahassee serves the Florida State University and Florida A. & M. University both in Tallahassee. The various Agricultural Experiment Stations throughout the state are serviced by the Zone Office nearest geographically.

The functions of these Zone Offices is to provide for supervision after the award of contract and to serve as a liaison office between the university and the Central Office in Tallahassee. Since the volume of construction at each of the Zones might reasonably be estimated at approximately \$3-million per zone per year, and since the service of supervision which is rendered by the Board of Control Office includes continuous field inspection, approximately three general building inspectors are employed in each of the Zones. In addition to these general building inspectors we have an electrical and mechanical inspectors totaling three in number distributed over the three zones.

Each Zone office is headed by a professional man. In Tallahassee the Zone architect is CHESTER E. [REDACTED] Registered Architect. In [REDACTED] the Zone Architect is GUY C. PETERSON, who is a Registered Architect. In Tampa the Zone Engineer is FRED F. GARRON, Registered Engineer.

In the Tallahassee Central Office we have our Business Office which is staffed by an accountant and secretarial assistant. We have our design section which has responsibilities in preplanning, coordinating and administration of our associate programs. This section is staffed by a Registered Architect, EDWARD M. FEARNEY, and four permanent associates. Part time help as required is obtained. This section has the responsibility of working with the university to define the program for buildings and to reduce this program to requirements of budget. It has the responsibility for maintaining a logical master plan for the development of an institution and for correlating extensions of facilities to

Continued on Page 22

New Light

(Continued from Page 1)

program building expansion. It has the responsibility of providing the logical growth of campus areas to provide for the anticipated growth of these necessities by colleges or departments. It further has the responsibility of translating this information to the associates who may be commissioned for the design and planning of specific projects which in themselves represent only portions of the overall

Two per cent of the actual construction cost is available for the provision of the service of supervision. Thus each Zone Office is self-sustaining so far as the service rendered by these Zone Offices is involved. The fee which is allowed by the state for our service of preplanning and programming is one-quarter of one per cent of the estimated construction cost, plus the salary and expenses of two employees in Mr. Farnsey's section. This section therefore is nearly but not quite self-sustaining insofar as revenues from the services provided by that section are involved.

The Gainesville Zone Office which formerly was the only architectural office for the Board of Control, has an additional function as the plan-producing office. It is the only one of our offices where plans are actually produced. Since plans can be produced more economically in one office than they can be in several dispersed offices, and further, since the primary purpose of producing plans within the office of Architect to the Board of Control has been to cross sufficient revenue to continue the ser-

which are not completely self-sustaining, it is logical that plans should be produced only in one of these locations. Since the office in Gainesville was already completely staffed and efficiently operating, production of plans has been continued in that location. Newly formed offices in Tallahassee and in Tampa have been staffed in part by transfers of personnel from the Gainesville Zone Office.

With this general background of discussion in the organization of our office I would like now to try to answer the specific questions which you set forth in your correspondence of July 13.

The first of your questions: "Why is it necessary to expend the office of the Architect to the Board of Control?"

The answer to this lies in part in the projected growth of our state university system. In 1958 the enrollment in that system was 74,391 pupils. It is projected that by 1970 we will have 55,000 enrolled in our state university system. In the interim period at least two additional universities will have been created and possibly a third. The Board of Control has, therefore, found it desirable to extend their services to properly coordinate and supervise the Capital Outlay Program required to house this projected expansion. New universities are being created in Tampa and Boca Raton. The Board of Control feels that this service of coordination and planning this program is properly retained by them through its Office of the Archi-

Question 2 (a): "What proportion of the revenue from programs of the Board of Control will be available to the Architect to the Board of Control and what proportion will be retained by the Board of Control and what proportion will be retained by the Board of Control?"

The proportion of work which will be done by the Board of Control office will always be that minimum amount which is necessary to provide financing for those services by the Board of Control architect which are not completely self-supporting. As you know, the Architect's office is not supported by any appropriation, but must operate exclusively on the basis of fees collected by the Architect's office. The ceiling for these fees has been established by the Cabinet as being six percent of construction costs. This six percent includes preliminary, planning, working drawings and supervision, but does not include the service of preplanning for which an additional one-quarter of one percent plus the salary of two employees and their expenses is allowed. The Architect's office administers the payments of their associates who normally receive a fee of four percent for their services exclusive of supervision.

The amount of this work reduces to dollars and cents in construction cost is variable in accordance with the appropriation. As an example, if the state appropriation is \$20 million, then the fees earned by supervision

carry a greater proportion of the overall cost of the office, thereby reducing the amount of plan production which must be done at six percent by the office of the Architect to the Board of Control. Where the state appropriation for the biennium is only half of that, or \$10 million, then the fees to be earned by supervision are proportionately less; and though the number of inspectors may be numerically reduced, the operation of that function becomes little more than self-sustaining. In this event the demand upon revenues to be obtained by the production of plans is increased.

It is the Board's desire that the office of work to be done by its own office to that to be done by private practice should be in the ratio of about three to one. In other words, the office of the Architect to the Board of Control would do about one-fourth of the total volume to be done. When the overall Capital Outlay Program for the state universities is \$20 million per biennium or greater, it is possible to adhere to the above referenced ratio.

Question 2 (b): "How are fees now divided and what if any will be the future plan?"

The division of fees is four percent for preparation of plans and specifications and two percent for supervision.

The associate who is commissioned is the auxiliary of consultation and preliminary work which has been done by the office of the Architect to the Board of Control in preparing the program and in correlating that with the overall growth of the system. In preparation of this program in the preplanning stage, campus committees have worked to define their program cooperatively with the office of the Architect to the Board of Control and the product of their cooperative efforts has been reviewed by the campus building committee. That the associate architect is relieved from this expensive collection of data and program as it has existed in the

Question 2 (c): "What happens to surplus fees collected by the office of the Architect to the Board of Control?"

Any excess fees collected by the office of the Architect to the Board

THE FLORIDA ARCHITECT

of Control must be proved back on the basis of service to the institution. Historically there have been some occasions when funds exceeded the amount of the construction budget but when a waiver of the Architect's fees permitted the university to make awards on necessary construction.

There have been other occasions when plans have had to be redrawn because birds were in excess of counts that were available. At this point the maximum for to be collected for each

of the final contract award. Hence two sets of plans must be produced for the remuneration of one

Question 2 dy "Does the state have the right to regulate the use of land in the name of environmental protection? Please explain the issue. Why is it important to you? What are the arguments for and against it?"

The answer to this question is No. The office of the Architect to the Board of Control pays rent on the space it occupies, pays for its utilities including telephone, heat, lights, water, etc., and must operate entirely as a private practice would operate. Fees are collected for service rendered.

...how many for each month?

The present membership is 45 permanent employees and two temporary employees. This includes by zone of firm in the Tallapoosa Zone Of

The Tampa Zone Office, seven
Gainesville Zone Office, 21
and in the Tallahassee Central Office.
11 permanent employees and two
temporary employees.

Question 2 (f): "After the analysis, what type of personnel is employed?"

other than architects, our office has engineers, stenographic help, draftsmen, inspectors and office help.

Question 2 (g). "What are the most important differences between..."

Associated architects are selected by appointment by the Board of Control upon the recommendation of the A

(Confidential per Policy #0)

The Record for Four Years

In May of this year the Architect to the Board of Control prepared, at the request of Representative Harry Wansbury, of Duval County, a schedule of construction projects handled by his office. It showed the names of the projects, their approximate construction values, when the plans for them were prepared and by whom. The schedule covered projects for which plans were prepared in 1956, 1957, 1958 and 1959. Analysis of the information submitted discloses some of

[illegible]

However, the construction violations noted for the 26 projects planned by the Board of Control totals \$25,090,750. Total reduction of work done by firms in private practice was \$15,359,315 — or only some 38 percent of the entire four-year

Another fact these figures disclose relates to the architectural environment.

paid for preparing plans of the 68 projects named. The stated policy of the office of the Architect to the Board of Control is that complete architectural services shall be paid for at the rate of one percent of the construction cost, with one-third of this — or two percent of the construction cost — allocated to project supervision. Since the established policy of the Board of Control is to

On the same 21st order forwarded to me enclosed a check for compensation on bill of \$72.60 for their partial services on the 28 projects and for complete architectural services on the 28 projects during the time the order of purchase of the projects was received by the Board of Control received two percent of the compensation of \$1452.00 for private practitioners during the same time.

It is a 100% down of the year-end 2012

Year	Number of Persons Not a Member	Number Fellow	Gifts of \$ 100 or more by Members of Church	Gifts of \$ 100 or more by Private Persons
1956	5	7	\$11,820,881	\$ 3,514,009
1957	4	10	2,099,897	1,087,611
1958	13	14	3,375,344	7,333,341
1959	6	9	7,794,620	3,474,314
TOTAL	28	40	\$22,990,720	\$15,399,315

The 1960 Office Practice Seminar...

The second annual "learn and learn" was a credit to its sponsors and a profitable experience for all who attended.

One of the nearly 125 architects attending the F.A.A.'s Office Practice Seminar at the Penway Hotel in Doral, August 17, grumbled up what appeared to be the consensus of all. Toward the end of the day-long meeting filled with informative talks and floor discussion, he said, "I didn't drive 250 miles and close up my office for a whole day just to play. I came here to work and to learn, and I've certainly done both."

It was that kind of a meeting. The attendance was more than 50 percent greater than at last year's Office Practice Seminar. Committee Chairman Ross

H. LEVISON is already planning a program for next year which will raise the attendance percentage even higher. So much provocative material was presented by people who obviously know both the great and the fine points of their subjects, that not all of it

be repeated verbatim—or even abstracted as a single issue of this publication. However, arrangements have been made to publish some of the discussions in detail and to present the salient substance of others for the coming issues. One of the most significant talks on specifications by DONALD G. SMITH, has been reproduced in complete form here.

The discussion of specifications moderated by EARLE M. STARNES—a chief highlight of the morning session. Speakers, in addition to Smith, a former president of the Greater Miami Chapter, CSI, were IENY, who discussed development of streamlined specifications, JAMES H. KENNEDY, Tampa architect who weighed pros and cons of integrating specs with drawings, and BEN J. JORGENSEN, a mechanical engineer who spoke pointedly on the desirability of coordinating architectural and mechanical specifications to the benefit of all concerned.

Other sessions of the five-session meeting were equally as practical and informative. The first afternoon talk given by ROBERT H. BAIRD, C.P.A., on the subject of accounting for architectural offices—with particular em-

phasis on how proper accounting procedures can help solve tax problems that architects and other professional men are held to. An especially

tenability approach to building development and cost was presented by BRUCE TAYLOR, architect and appraiser who took us audi-

professional scene and showed, step by step, how a financial plan for a building is developed as a basis for its subsequent architectural and structural design. Both these discussions, slated for later publication in *The Florida Architect*.

Moderated by RICHARD HANSEN, a contractor panel discussed labor costs, estimating and bidding problems. G. PRINCE MCCONNELL of the AGC West Coast Chapter discussed the influence prevailing wage rates have on construction costs; and H. M. SATLINSON, of the Batstone Construction Co., Glenview, outlined significant steps by which interests of both architects and contractors could

be served through more accurate estimating procedures and more efficient bidding practices.

Finally, DANIEL SCHWARTZMAN, Chairman of the Office Practice Committee on Office Practice, drew the threads of the various sessions together in a cumulative summary. He has promised to make his wise and practical observations available for

It was obvious that architects from all over the state had come to listen and learn. Pencils and note pads were in evidence throughout the day, and after every talk the audience participation included not only questions on salient points, but also commentary on personal experience or observation.

As a climax to a highly successful program, Chairman Levison adjourned the meeting with an invitation to a cocktail party given by the Florida Central Chapter which was scheduled to hold its Chapter meeting the following day.



Rid Specifications of The "Or Equal" Clause

By DONALD G. SMITH, AIA, CSI

What is a specification? Webster's dictionary defines it as "A statement containing a brief description or enumeration of particulars, as in the terms of a contract, details of construction not shown in an architect's drawings etc. Also any item of such a contract." Technically the foregoing can be broken down further. Mr. Rolf Rolz, chief specification writer for the California State Division of Architecture and a national director of CSI, has stated clearly the basic purposes of adequate

specifications. These are, this author

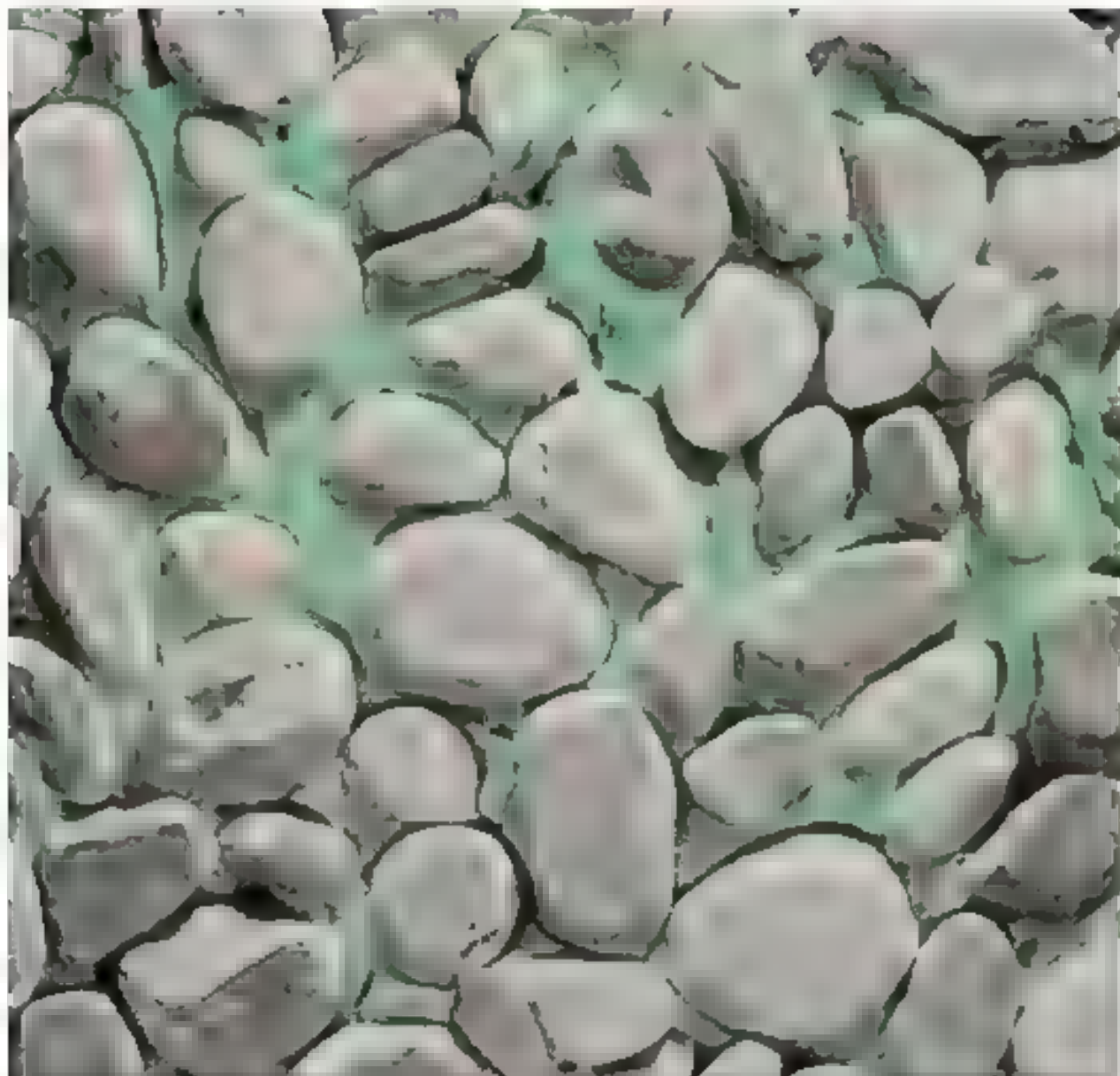
1. "To provide a document from which the contractor may prepare an intelligent bid.

2. "To provide a document which will tell the contractor how he must execute the work.

3. "To provide a document which will assist the architect or engineer in determining whether the contractor has executed the work intended."

(Continued from Page 16)

THE FLORIDA ARCHITECT



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Hollolite Panels are available as tiles, handlift panels or curtain wall panels. This selection of sizes enables architects to design Hollolite portions in scale with the rest of the building.

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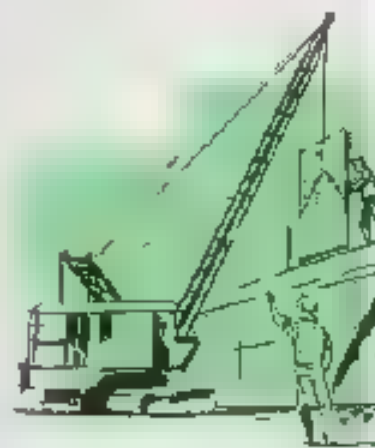
Modern manufacturing and shipping methods used by Holloway bring you Hollolite Panels at a very attractive price when compared with other architectural facing and curtain wall materials.



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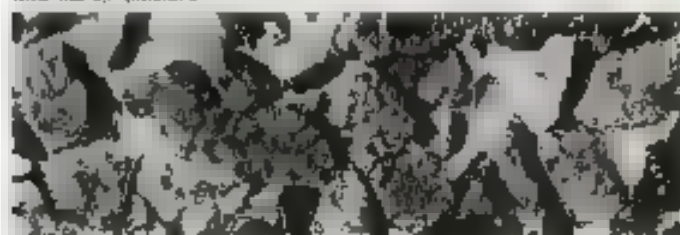
Available in lengths from 4' to 16' 4" width and thicknesses of 1 1/2" and 6" in solid or insulated sandwich forms.



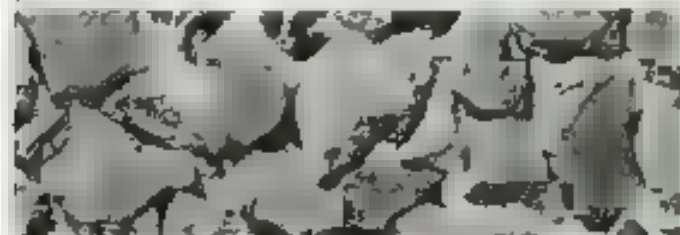
GLOBE M S & O Round aggregate in mixed sizes. Shown one half of actual size.



GLOBE MASTO LUCID As above, with aggregate surface ground and highly polished.



FLYING MASTO Rough aggregate in mixed sizes. Shown one half of actual size.



FLYING MASTO LUCID As above, with aggregate surface ground and highly polished.

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ATTN: JOHN LANGLEY, Architect

MAIL ROOM
FEBRUARY 1968
WINTER PARK, FLA.

"Or Equal"

I find no fault with this interpretation except that I believe it would be well to use the word "equal" in front of the word "document" however, I doubt if any of us would

Now, let's examine the word "equal." Webster defines it:

qualitatively similar or degree like in value, quality, status or position. But

evenly balanced or proportioned and having competent power, abilities, etc.

It appears to me that even Mr. Webster is confused as to all the respect in the world for this. But I prefer the definition given by a known contractor. He said that the term "or equal" means "for someone to make it worse and sell it."

In light of the true meaning and

I, for one, cannot see how the word "or equal" can legally fit into a specification—particularly when the authorities are confused as to its meaning. As a legal document—which it is—a specification obviously should be as exact as possible. It actually takes precedence over a drawing—a point that has been sustained by the Supreme Court in at least two recent cases, one in California and one in Nebraska. In other

words, our drawings to which we proudly refer

If we continue to use the words "or equal," we are giving trouble. And if we are to eliminate the use of that phrase, we must become so informed that we know our products specify what we want and then it

search of what is required will usually eliminate the need for ambiguous phrases used by lazy or uninformed specification writers. Remember—decisions as to quality of materials

are not made during the period of

In the ever-changing field of

SEPTEMBER 1960

must be alert to and must educate ourselves in new products, new methods of construction.

As architects, we are regarded as lead in the building industry. So, it is imperative that we not only keep abreast of our technical ones, but

reputation due to our experience in building know-how and our clients attracted to us for this.

Do not believe your clients concerned by writing a long-winded specification which he is turning you for expert advice.

Specify what you want and never accept less in quality for the

Never leave equality to chance by depending upon the market forces.

Perhaps the ultimate goal—and I admit that great steps have been taken toward the improvement and availability of national standards covering all construction materials and products. This would be a step forward in solving the "equal" problem. However, recommendations of manufacturers and even trade associations should be carefully examined and supporting evidence required before these are used. I look forward to the day when the general adoption of standards will force manufacturers to improve or label their products or containers, in compliance with standards that have

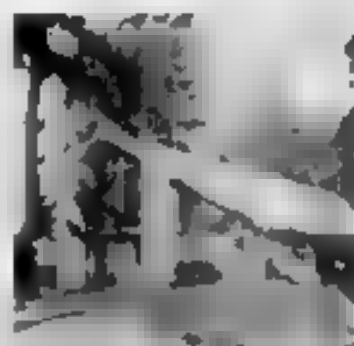
I we can eliminate the "or equal" clause and have a practical knowledge of what we specify, we will, on the same token, eliminate such general failure clauses as "work to be done to the satisfaction of the architect," "executed" or "to the approval" in the opinion of the architect. Such phrases are certain indicators of a rank amateur at work who is guilty of both weakness and lack of

There is no practical method by which we can estimate the cost of or even guess what the "satisfaction" or "opinion" or "discretion" of an architect is in dollar values. If an architect is so uninformed on the subject as to unable

There is no practical method by which we can estimate the cost of or even guess what the "satisfaction" or "opinion" or "discretion" of an architect is in dollar values. If an architect is so uninformed on the subject as to unable

accepted commercial standards or good

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'Or Equal'.

(Continued from Page 10)

engineering or construction practice.

We in CSI do not purport to tell anyone how to write a specification. The CSI is a research organization. Thus the subject of any discussion here falls within the category of specification methods, which has no relation here. However we do attempt to establish a general specification format. And, of course, we are interested in helping those who are receptive to improve the quality of their specifications.

In your under discussion is that it is the consensus of all CSI members whose contributions are adopted by contractors, manufacturers and material men that the term "or equal" should be eliminated.

The following format is considered a feasible approach as a basis for this.

1. Use a performance specification.

2. Name a minimum of three brands.

3. Write a buy-by description. That is, name the brand or product and require all bidders to bid on that particular item.

In general, government or public work specifications fall within the first group. This is commendable since it invites competition. This method is appropriately described in Public Housing Administration's Bulletin No. 1453, which states: "The use of trade names and or equal clauses, except for some items of equipment should be avoided. This practice is undesirable because it opens the way to endless differences of opinion over what is equal." It is better practice to describe the nature and qualification of the item required and to specify the performance required.

As to the second group, be willing to accept any one of the three or more brands named as a trade name doing work intended for approval or equity to provide work. But if not only produces desired results, it also introduces competition. The chief objection is the possibility that "Brand X" or "Brand Y" were not included among the named brands. It is right to say that, because trade names are not the same as brand names, in the mind of a contractor, was some common stock in the in the minds of all bidders.

The use of a trade name in third group appears to be a most compelling reason for acceptance. It has a number of advantages. Among them are:

1. It permits the designer to budget his job. He knows the price of the costs when writing the specification.

2. It permits the designer instead of the contractor to control the job. He knows the price of the costs when writing the specification.

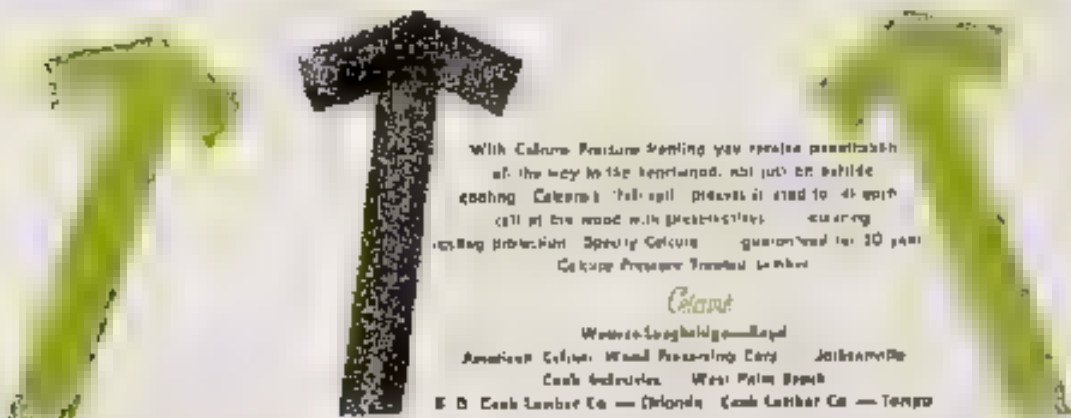
3. It tends to eliminate the danger and controversy contractor who normally guarantees an estimated approval of a low cost product or equal.

4. It would tend to prevent bid jockeying.

5. It would tend to eliminate competition, as the bid firm could call for alternate prices on other brands or products. On the special conditions could permit a request for substitution by the contractor within a specified time with substantial proof of equality and a price differential of the product submitted in place of that specified.



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THE FLOOR ARCHITECT

Saluting: the architects and engineers of dade county



Throughout the cities and municipalities of Dade County are large and small commercial buildings which reflect the skill, technical ability and imagination of the Architects and Mechanical Engineers of Dade County.

To the casual passerby, these buildings bring a brief sense of "rightness" they please his senses; to the professional man, they represent practicality and efficiency; to the user they are the best possible combination of materials to achieve the purpose for which the building is designed, but to the Architect and Engineer they speak of personal triumph over hard, inanimate matter.

The Better Fuel Council of Dade County wishes to salute these men and bring to public attention their contributions to Dade County.

With this thought in mind, the Florida Architect will carry, in this space, a series of "Salutes to Dade County Architects and Engineers". They will be chosen from among Architects and Engineers of recent Dade County Buildings by a panel of impartial and qualified judges.

These "Salutes" will show and describe outstanding buildings, and present some details of their construction. They will not necessarily be large buildings, nor will they be small constructions only. Each will be chosen on the basis of its individual merit, and the ingenuity with which the Architect and Engineer have met and conquered their problems.

At the conclusion of a year of such "Salutes" the panel of judges will choose the one which, in their opinion, is the outstanding building in the group.

The Architect and Engineer thus chosen will be the recipient of the Better Fuel Council's annual "Award for Architectural-Engineering Excellence", which will carry with it a plaque for each field.

With this program the Better Fuel Council hopes to create more public awareness of the vital role played by the Architects and Mechanical Engineers in shaping the face which Dade County presents to the world.

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your commercial heating problems. Just call FR 1-2447.*

As downtown Miami shifts away from the tropical hammocks nearly separated from Biscayne Bay and from the winding Miami River to a more urban setting, she is as green as the most uninteresting midwestern city. She is as inviting as her blinding hot concrete sidewalks. She offers very limited stimuli at a price of suffering. I would appear that in her present state, not only commercial appeal is lost, "Things must be changed here. There is no pretense of sophistication. There is no indication at the center downtown core that this is the 'Magic City of the North American Subtropics'."

These are the problems that prompt the Dade County Planning Department to study and produce well-worked-out phases for progressive growth in the Central Business District (CBD). These problems prompt the Planning Board to invite the Florida South Chapter of the American Institute of Architects to develop a character for the area around a specific city block.

Several architects have poured insight into the first thoughts or schemes which were shown in a

By LESTER PANCOAST

sketch competition judged by Chapter members and the Planning Department. All competition participants won the honor of restudying their solutions and together they again presented their ideas. If their proposals for what might be done to Miami are modest, it is because they believe that this is the time for realistic, not futuristic planning. These competitions then, sifted out the following plan for the "Magic City."

First Phase 1960's . . .

To unify the architecture effect on Flagler Street and Miami Avenue and to provide shade and sun protection for new 20-foot sidewalks, colorful fiberglass coils are stretched in aluminum

frames and attached to buildings above their display windows.

Shade, soft light, color and space for walking crowds.

As in any well-designed shopping center, signs are controlled. Signs select one of three types of signs for placement on the sunshade frames which are attached to the buildings.

Competition, the greatest enemy of commercial signs is here outlawed. Sign individuality is retained within equitably distributed spaces and in store windows. There are strict agreements that unbridled riots of signs such as New York's Broadway and Paris's Grands Boulevards create chaotic atmosphere but great neon concentration in a night-time entertainment center of big cities. As automobiles leave the streets which become malls, so should the signs become pedestrian oriented.

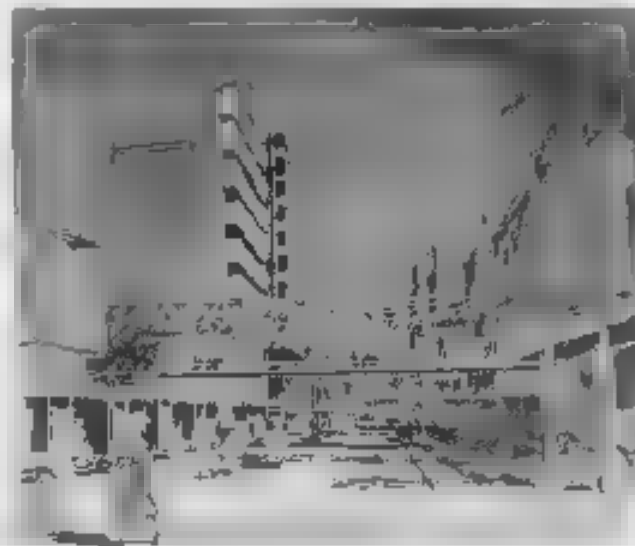
Walls and parapets facing the streets are simplified and painted new colors and materials.

Not everything, then, is to be high color.

Continued on Page . . .



SEPTEMBER 1961



By the 1960's the pedestrian mall idea has been accepted to the extent that upper level pedestrian ways and monumental palms have been developed as an integral part of the CBD. The new above ground walkway leads to central pedestrian malls from all areas parking compounds. These sketches suggest how spaces within city blocks could be developed to provide special experiences to attract visitors to Miami's revitalized CBD.

New Magic

(Continued from Page 38)

Second Phase — 1970's

The introduction of Flagler Street as a pedestrian mall, like Miami Mall, is dominated by an aluminum frame and fiberglass cloth divider attached to the four corner buildings and resting on four aluminum truss columns. Internally spaced trees planted in Miami Mall are Royal Poincianas.

Designed to lift the eye up from the awnings of the sunshades, the design must also be pleasant to look down upon. Any pedestrian catching sight of it would know immediately where he was in relation to the intersection of the two malls. Royal Poincianas have pronounced seasonal behavior which would often transform the atmosphere of Biscayne Mall.

Third Phase — 1980's

The development of Flagler Street as a pedestrian mall, made more formal than that of Miami Mall, by plantings of monumental palms and arched by upper level pedestrian ways.

Work it out within a downtown thoroughfare would solve itself with the first time palm tree involved to orient Flagler Street through through asymmetrical plants favor the side of the street with the most sunlight where the trees will offer the most shade.

Around the overhead pedestrian ways which feed great numbers of people into the malls from parking garages and bus terminals spaces are open. These spaces within the city blocks provide varied special experiences not to be encountered on the more ordinary mall.

The development of Flagler Street will be completed when the C.B.D. has begun its recovery and when investment capital is resumed. Revitalization of Miami must be accompanied as to its current degeneration.

Though not within the scope of the architects' assigned problem, solutions were discussed for improving the four quadrants into which the city will be divided by the Flagler and Miami malls. A proposal which deserves consideration is that of pur-

chasing one poorly developed street corner in each quadrant and planting each densely with royal palms. This would bring the feeling of Biscayne Boulevard into the city in a corner "square" as small as 50 ft x 50 ft, sixteen royal palms on 5-ft grid, round columns growing from round irrigated holes in the concrete.

could supply natural chief to adjacent city buildings, while in themselves making a strong architectural statement.

Whether or not the architects' ideas discussed above will be the final answers for the problems of downtown Miami, they are, in fact, more than mere beautification. They are realistic buildable answers, and not elusive dreams.

As the central point of reference in this phase, fairness between the Everglades and the Gulf Stream, downtown Miami, core for character, the corners and veins of this city must become aware that here C.B.D. is in its greatest physical expression of their own collective character.

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● Prestressed Concrete dual bridges, like County Florida are symbols of economy in construction and maintenance. Photograph courtesy of Dura-Tek, Inc., Portland.

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THE FLORIDA ARCHITECT

News & Notes

International Competition for Century 21 Exposition

An international competition for a \$250,000 civic center project for metropolitan Seattle has just been announced. J. Foster Robinson, FAIA, of Seattle is the professional advisor and registration applications should be obtained from his office at Seattle Civic Center Forum Competition, 215 Eighth Avenue, Seattle 9, Wash.

Competition jurors are: Nathaniel A. Owings, FAIA, Bernard Rosenthal, sculptor, Carroll Reklis, landscape architect, and H. Peter Oberlander, professor of architecture and design, University of British Columbia. In addition Paul Thiry, FAIA and Fred B. McCoy, building superintendent of Seattle, will act as ex-officio jurors. Deadline for registration with the professional advisor is October 14.

FAA Board Okays Insurance Program

Acting on a thoroughly documented survey report by Clifford R. Gould, CLU, the FAA Board of Directors at its August 13 meeting held at the Fenway Hotel, Princeton, authorized adoption of a program of professional insurance for all FAA members. Mr. Gould was appointed as an insurance consultant for the FAA at the 45th FAA Convention. Since then he has been surveying the insurance needs of FAA members; and his report to the Board was in the form of a detailed breakdown relative to such needs and the extent to which FAA members were now adequately covered by present-day insurance standards.

The insurance consultant made clear that present insurance inquiries must be adjusted and a program developed which would assure FAA members any sort of coverage to meet their individual needs. He indicated that the next step in this program would be personal discussions with individual architects or firm principals to analyze specific requirements and to develop individual programs for each.

Other Board business included President Stetson's report of his discussions with members of the Joint Architect-Engineer Commission and his correspondence with the Architect to the Board of Council reported elsewhere in this issue. Discussion of the FAA fiscal policy developed into the appointment of a budget policy committee with the general charge of determining a long range fiscal policy consistent with the organizational aims of the FAA and embracing recommendations, if any, for a revision of the FAA's basic dues structure.

Named to this committee were: H. Samuel Kruse, one year; Vermer Johnson, one year; Joseph M. Shifano, two years; John Stetson, two years; and Roy M. Parley, Jr., three years. The staggered terms are to assure continuity of experience and understanding of FAA matters.

Regional Director Robert M. Little, FAIA, announced his nominations for national committee appointments as follows: AIA, AOC, John Stetson, A.A.P.C. Vermer Johnson, Adjunct

* Scholarships, Wahi J. Sweeter, FAIA; Chapter Affairs, Robert Abel; Disaster Control, E. T. H. Bowen; Index to Arch. Info., James Lendrum; Office Practice, Robert H. Levenson; Pres. Hts. Bldgs., Rolford Shoumatte, P.R.; Award G. Grafton Research, Thomas C. Bannister, FAIA; Schls. & Ed., Cecil C. Ellis; Diverse Education, Arthur L. Campbell; Just of Fellows, Russell T. Pincus; FAIA AIA/Eng., Walter B. Schultz; Community Planning, T. Trip Russell; Hospitals & Health, Lynn Korach; Home Building, Alfred B. Parker, FAIA.

Personals

Samuel W. Puder, AIA, formerly associated with Edwin T. Reeder Associates, has opened his own office at 6090 S.W. 62nd Pl., So. Miami.

(Continued on Page 27)

A New Chapter for Women in Construction



Women in Construction, a national organization originating in Fort Worth, Texas, in 1953 and now numbering 41 chapters in 12 states, with 7 other states ready and waiting to be chartered—put its official stamp on its newest chapter in Daytona Beach on August 11th at an organizational dinner meeting at Ormond Beach. Attending were 23 members including three national officers from Texas. Here are the newly installed officers of the Daytona Beach Chapter, with guests seated, left to right: Mrs. Lucille Hofman, Neil Exton, Dr. Corpus Christi Tex. Mrs. Francis R. Walker, Chapter President; Mrs. Carrie Ann Marquette, National President; Mrs. Lois Askew, president Dallas Chapter; sponsor of the Daytona Beach group. Standing: Mrs. Irene Lewis, vice president; Mrs. Erlene Connor and Mrs. Eve Guilmette, board members; Miss Sandra Goodwill, secretary pro tem; Mrs. Ruth Lutz, treasurer; Mrs. Gene Spruiell and Mrs. Grace Brown, board members. Two other chapters of the growing organization have been chartered in Florida. One is in Jacksonville, Mrs. Thomas L. Walker, president; the other in Tampa, Mrs. Mary Rogers, president. General objectives are to unite women engaged in various phases of the construction industry for their mutual benefit and fellowship.

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News & Notes

(Continued from Page 2)

Theodore Got Inco, AIA, has moved his professional office to 398 Mary Street, Coconut Grove.

R. William Clayton, Jr. has established his own office at 197 N. W. 10th Court, Miami.

T. Thomas Kincaid has announced a new office for his practice at 48, 6th Street, N. W. Spring Lake or at 15101 Biscayne Haven.

State Board Ups

Registration Exam Fees

Fees for examinations given by the State Board of Architecture as the basis for registration to practice have been increased, according to an announcement made recently by Marion T. Iremonger, AIA, secretary-treasurer of the Board. From now on applications for examinations in Classifications A, junior written examination, A-1 senior examination, and B-1 (for registration or exemption) must be accompanied by a fee of \$25, instead of \$5. Application for registration on the basis of an NCARB certificate now entails a fee of \$46, instead of \$31 as formerly.

The new examination fee schedule enables a new applicant to try a second time if he fails to pass all written examinations on his first attempt. On all subsequent attempts, however, the Board now requires a re-examination fee of \$5 for each subject taken.

Increased costs of conducting the twice-yearly, four-day examination sessions made the new fee schedule necessary, the Board secretary said. For some years past the January and June examinations have been held simultaneously in Jacksonville and Miami, primarily for the convenience of registration candidates, but also because it had proved impractical to provide all facilities required for the examinations in one location. The increased volume of examinees has also made it necessary for the Board to retain additional help in processing applications, conducting examinations and grading papers. The former fee schedule did not meet these combined costs, and the Board was thus compelled to act, he said. The new fee schedule needed a full amount of its cost and registration in 1965, the secretary explained.

THE FLORIDA ARCHITECT



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fields. It is not necessary for our town fathers to seek so-called experts from out of state. We have them right here, complete with brains. But more importantly we have men familiar with the flora and fauna (particularly the two-legged variety) and with the very soil of which we must build. They pay taxes here, educate their children here. And they are also your neighbors with far more interest in their state and community than outsiders.

At any rate, it should behoove every man, woman and child to make an effort of note to stimulate better community planning and beautification. Think what Florida would be if each of us planted just one flowering shrub each year, and pulled a few handfuls of weeds — and still better, demanded that each of our communities permit no more bad building or junky additions and that all improvements be accomplished in compliance with a master plan.

Florida could stop spending its money on advertising. We would be forced to limit immigration in self-defense.

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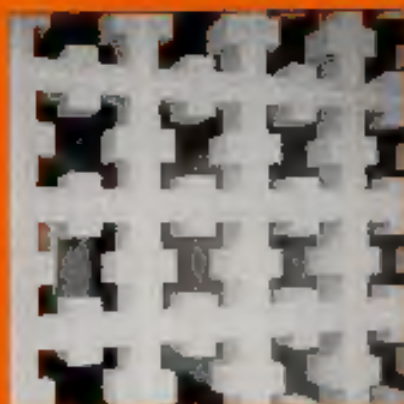
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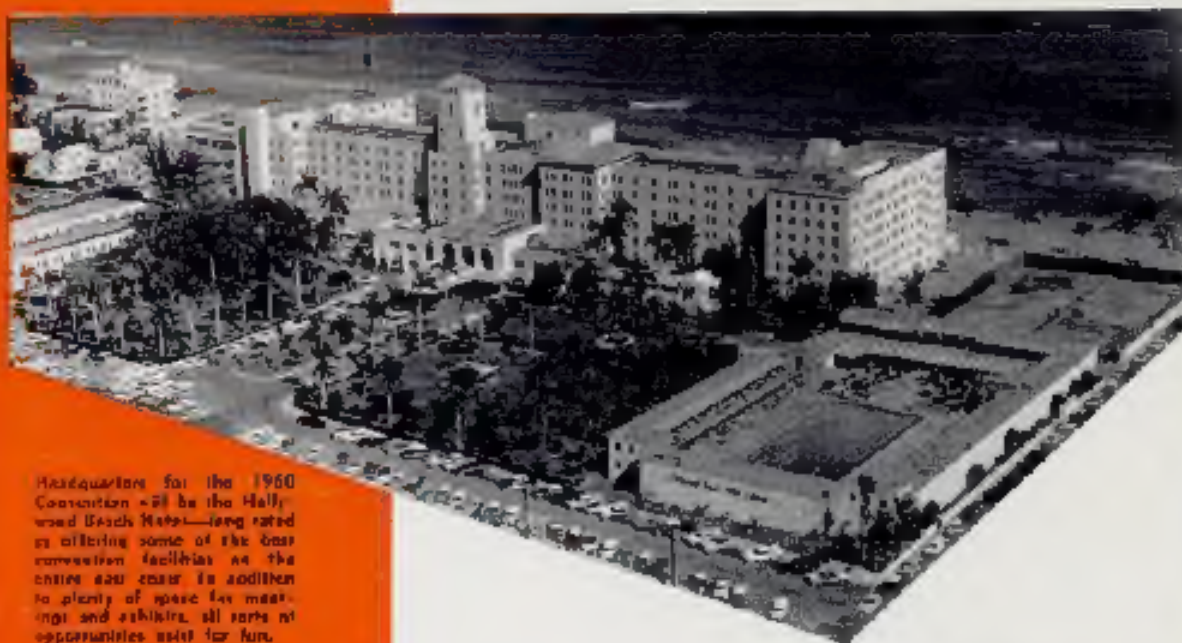
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FAA

... The first Convention of the new decade — which some are already calling "The Sizzling Sixties" — will be at Hollywood in November. The Broward County Chapter will be the host; and members are already at work developing the theme "Man, Climate and The Architect" into a program which promises to be both provocative and unusual. ... It's not too early to plan for the 1960 FAA Convention right now. There's a good chance you'll be invited to participate as well as to attend ...



Headquarters for the 1960 Convention will be the Hollywood Beach Hotel—long rated as offering some of the best convention facilities in the entire east coast. In addition to plenty of space for meetings and exhibits, all sorts of opportunities exist for fun.

46th ANNUAL FAA CONVENTION

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